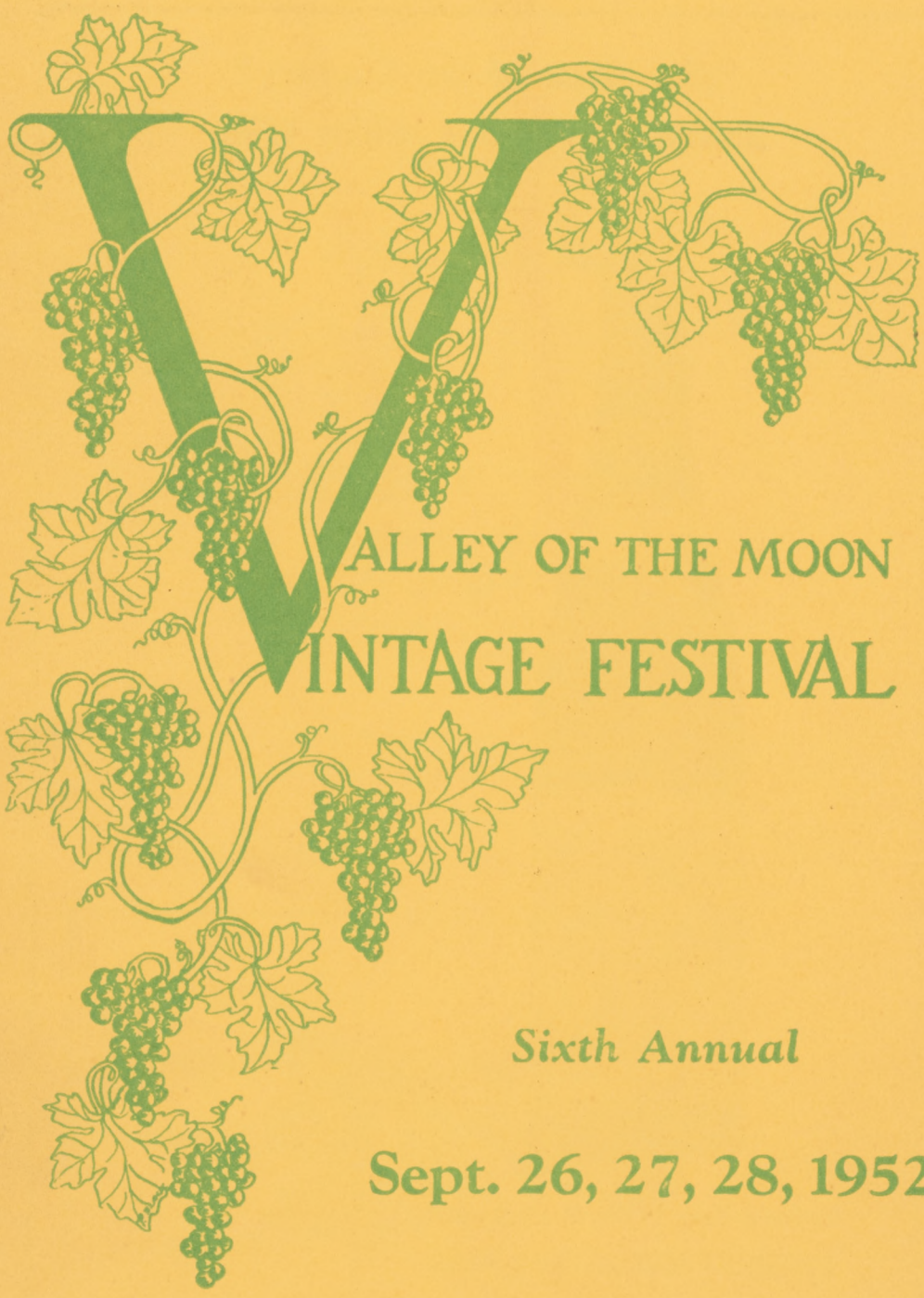


VALLEY OF THE MOON VINTAGE FESTIVAL

Sixth Annual

Sept. 26, 27, 28, 1952

SONOMA · CALIFORNIA ·

SIMONE M. BERGES
775 VERANO AVENUE
SONOMA, CALIFORNIA

Price 10c

"The Wine of the Country"
Sonoma's Famous White Wine

VINE BROOK

Never a Year Without an Award

HIGHEST MEDAL FOR 1952

Los Angeles County Fair

Buena Vista Vineyards

The Haraszthy Cellars

Sonoma

Sixth Annual

Valley of the Moon

VINTAGE FESTIVAL

Presented by the

VALLEY OF THE MOON
VINTAGE FESTIVAL
ASSOCIATION, INC.

FRIDAY, SATURDAY & SUNDAY
September 26, 27, and 28, 1952

SONOMA

VALLEY OF THE MOON
VINTAGE FESTIVAL
ASSOCIATION, INC.

1952 Officers

PRESIDENT
Mr. Howard Blank

VICE-PRESIDENT
Mrs. L. H. Tryon

SECRETARY
Mrs. Paul Woll

TREASURER
Mr. Emrys Williams

BOARD OF DIRECTORS

Mrs. Neal Dodge
Mrs. Clark Taylor
Mrs. Dewey Donnell
Mrs. H. H. Arnold
Mr. Robert Lynch
Mrs. James McTaggart
Mr. Dan Ruggles
Mrs. Walter Murphy
Mrs. Charles Pagani

PLANNING COMMITTEE

Miss Therese Arlie
Mrs. Neal Dodge
Mr. Arthur Baken
Mrs. Dewey Donnell
Mrs. Stewart Johnston
Mrs. L. H. Tryon

FINANCE COMMITTEE

Mr. Emrys Williams
Mr. E. Blankenship
Mr. Willis Helms
Mrs. James McTaggart

OFFICIAL HOSTESSES

Mrs. H. H. Arnold
Mrs. W. L. Murphy

COMMITTEE CHAIRMEN

Windows - - - - - - - - - - - - - - - Mr. Arthur Baken
Plaza - - - - - - - - - - - - - - - - - Mr. Laurence Hauser
Concessions - - - - - - - - - - - - - - Mr. August Pinelli
Music (Plaza) - - - - - - - - - - - - Mrs. Stanley Cartmell
Wine Exhibits - - - - - - - - - - - - - Mr. Pete Mancuso
Costume Advisor - - - - - - - - - - - - Mrs. Ann Johnson
Program - - - - - - - - - - - - - - - - Mrs. Frances Morris
Signs - - - - - - - - - - - - - - - - - Mrs. William Black
Publicity - - - - - - - - - - - - - - - Mrs. Donald McNab
Membership - - - - - - - - - - - - - - - Mrs. Louis Minelli

(Continued)

Parade	Mr. William J. Quinn
Sound	Mr. Gilbert Mathis
Balcony Decorations	Mrs. Louise Frissell
Insurance	Mr. Armand Franquelin
Grapes	Mrs. Simone Berges
Special Exhibits	Mrs. John West
Costume Ball	Mrs. Charles Pagani
Pageant	Mrs. Howard Blank

The Aims of The Valley of the Moon Vintage Festival Association

(Excerpts from an article by THE LATE VIRGIL JORGENSEN)

The question is frequently asked, "Why the Festival and what are the Association aims?"

The first aim is to "produce, manage and direct an annual Festival to be known as the Valley of the Moon Vintage Festival" and the second being to "sponsor and encourage the development of a historical environment where such a festival is to be held."

Specially, the preservation of the historical buildings of Sonoma, and the encouraging of new construction and remodeling to be undertaken in harmony with the old structures.

As an initial step in accomplishing this end, the Vintage Festival is held annually—stressing Sonoma's original major industry, wine making, presented with a background of Old Sonoma atmosphere.

Historical Sonoma is so worthwhile preserving! There is enough of the original left to make it worth the effort, but certainly some inducement should be offered to prospective builders and re-modelers to conform to a harmonious general scheme of architecture.

It is hoped that the citizens will see fit to capitalize on their major assets—history, architecture, climate, location and a leisurely atmosphere of well-being, the latter their heritage from the "Old Timers."

The Association is composed of Sonoma citizens who have a deep appreciation of these assets, and they will look to the Planning Commission for cooperation in the attainment of their main objective.

Italian Swiss Colony

Famous California

WINES

Enjoy a Friendly Visit

To Our Winery

A S T I

Sonoma County, Calif.

Program of Events

FRIDAY, September 26

Costume Ball, 8:30, Little Switzerland. Mr. D. Plydell Bouverie, Master of Ceremonies.

SATURDAY, September 27

10:00 A. M. to 9:00 P. M.

Booths in Plaza.
Window Displays.
Wine display on Plaza and at Vintage Festival Headquarters.

11:00 A. M.

Official Opening Ceremony, near Bear Flag Monument. Historical Ceremony and BLESSING OF THE GRAPES by Padre Alfredo Boeddecker, O. F. M., in keeping with the traditions of the early Franciscan Padres. Participating in the opening ceremony will be Mayor Warren D. More and R. R. (Dal) Emparan, great grandson of General Vallejo. Henri Maysonnave will be master of ceremonies.

11:00 A. M. to 9:00 P. M.

Outdoor Art Show, Salvadore Vallejo Adobe, 1st Street West. Exhibit of water colors, paintings, ceramics, textiles, sculptures, jewelry. Also wood blocks executed by an internationally known artist, through the courtesy of the Lucien Labaudt Art Gallery.

11:30 A. M. to 1:30 P. M.

Chicken loaf lunch, Congregational Church, Broadway. Adults 85c, Children's Plate 65c.

12:00 to 1:00 P. M.

Incidental music in Plaza.

12:30 to 5:30 P. M.

The Little Festival, West side of Plaza, sponsored by the Mothers' Club of the Trinity Episcopal Church. Festivities: Fishawish, Home Run; Downaclown, Winafin Pony Parade, Toy Joy, Lucky Lotto, Food Fair, Puppet Play House; Hobby Lobby, Children's Hobby Exhibit (at Community Center where prizes will be awarded at 2 p. m.)

1:00 P. M. to 4:00 P. M.

Old Timers' Reunion, around Bear Flag Monument on Plaza. Mr. L. S. Simmons chairman.

1:00 to 1:30 P. M.

Line Up On Time ! ! !

Children's Parade—Line of March from old Grammar School on East Napa Street, right on first street to the Mission, around Plaza back to Napa Street and ending at the

(PROGRAM OF EVENTS CONTINUED) (SATURDAY)

Grammar School.

Children's awards presented at completion of the march and treat for all the youngsters participating furnished by Kiwanis Club.

2:00 to 3:00 P. M.

Incidental music in Plaza.

2:00 to 5:00 P. M.

Open House at the Wineries—Napa and Sonoma Wine Co.. Buena Vista Vineyards, and Sebastiani Wineries.

Special Photography Exhibit — Old Sonoma Landmarks, Northern California Council of Camera Clubs, Community Center Building, East Napa Street.

3:30 to 4:00 P. M.

Children's Theater—"The Little Goat Girl"—produced by Festival Fablers. Southwest corner of Plaza.

3:00 to 4:30 P. M.

Pictures of the Past—Open Air Theatre in Plaza. Mrs. Neal Dodge, chairman.
During intermission — State Fair wine awards to Sonoma County vintners. Music by Alexander Brothers.

"PICTURES OF THE PAST"

Like old wine "Pictures of the Past" grows better and is more beautiful each year. This now traditional series of living pictures is being presented for the fourth time by the Valley of the Moon Vintage Festival Association as a festival highlight.

Originally a fashion show of heirloom gowns, "Pictures of the Past" has now taken on all the aspects of a professional production. Mrs. Neal Dodge, who conceived the idea and has directed it from the outset, has close ties with pioneer California days. Her father, L. S. Simmons of Sonoma, crossed the plains in one of the last of the covered wagons. His family saved many early-day mementos. Among her mother's family possessions were a number of gowns worn by Mrs. Horace Greeley. From the Hall family, on her husband's side, came many pioneer garments—among them a priceless collection of baby clothes. These, together with a few treasures borrowed from Sonoma residents, were the nucleus of the first "Pictures of the Past."

The showing was such an immediate success that it became an integral part of the next festival. More musty trunks were opened and long-forgotten boxes unpacked in Sonoma

The Napa and Sonoma Wine Company

Sonoma, California

Cordially invites you to visit its unusual and picturesque tunnel tasting room

From Sonoma Plaza drive East on Napa Street about one mile. Then follow "Napa and Sonoma" signs.

Paul Rossigneux

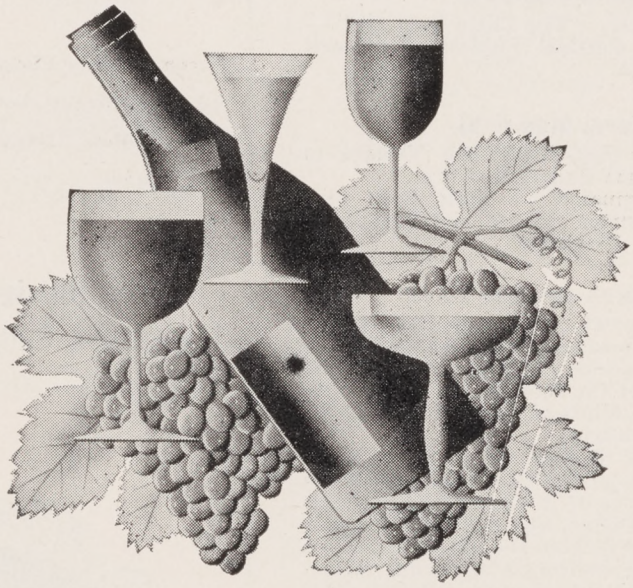
President & Cellar-Master

Success To The Valley of the Moon

Vintage Festival

The Christian Brothers

WINES AND BRANDIES



MONT LA SALLE VINEYARDS

Napa, California

(PROGRAM OF EVENTS CONTINUED)
(SATURDAY)

Valley attics. A huge frame was erected in which the models were posed before displaying their finery. Last year great doors in the shape of an album cover were added to the frame.

Two features remain the same from year to year. However, this year, there will be many Historical Pictures. The prologue consists of an historical summary, by means of costumes, telling of the flags which have flown over Sonoma. Secondly, the theme for each picture is set by an old-time melody sung by a barbershop quartet.

On the stage sits grandma (Mrs. Dodge) turning the pages of the Family Album and telling her grandchildren the stories of the past—by picture.

"Pictures of the Past" has brought delighted comments from visitors from every section of the United States. It is perhaps fitting to close by quoting from a letter received after last year's festival:

> " . . . As the leaves of the album turned and the years slipped away as by magic, those beautiful women, men and children stepped out of the family album and for a moment became real, as they walked across the stage dressed in the magnificent dresses and gowns of a gone, but long-to-be-remembered era. The women were lovely, the men handsome, and the children out of this world."

Mrs. Neal Dodge, *Chairman and Originator*
Mrs. Warren More, *Vice Chairman*
Mrs. R. Nixon, *Stage Director*
Mr. Gilbert Mathis, *Sound*
Mr. Paul Marcucci, *Music*

Committee—Mrs. L. DuCommon, Mrs. C. Upston, Mrs. Davitto, Mrs. S. Leppert, Mrs. J. Weiss, Mrs. N. Dal Poggetto, Mrs. L. Houser, Mrs. P. Woll, Mrs. M. Oakes, Mrs. L. Colby, Mrs. A. Marshall, Mrs. A. Franquelin, Mrs. H. Brandt, Mr. and Mrs. Wobkin, Miss E. Bianchini.

5:00 to 6:30 P. M.

Incidental music in Plaza.

5:00 to 8:00 P. M.

Ham Dinner—Methodist Church, 1st Street East. Adults: $1.50, children's plate: 75c.

8:00 to 8:45 P. M.

Pageant—"The Vallejos," starting at Mission, moving from Adobe to Adobe.

BERINGER BROS.

Producers of
Fine Wines and Brandies
For More Than 75 Years

Los Hermanos Vineyards and Winery

St. Helena, California

Visitors always welcome to visit our famous underground tunnels.

COMPLIMENTS

F. MANCUSO WINERY

In the Heart of
The Valley of the Moon

Makers of Fine Dry Wine from the Finest Type of Mountain-Grown Grapes

Glen Ellen
California

Distinguished Wines

From the Upland Vineyards of

LOUIS MARTINI

Located in the

Valley of the Moon

Winery at
ST. HELENA
California

(PROGRAM OF EVENTS CONTINUED)
(SATURDAY)

PAGEANT

"The Vallejos"

By
Celeste Murphy
(All rights reserved)

Director
Ardath Blank

Produced by Sonoma Valley amateurs, Sonoma Valley Festival Association and Valley of the Moon Riding Club.

Lighting - - - - - - - Allen Martinson
Gen. Willis Hale
Stage Manager - - - - - David Ambrose
Prop Man - - - - - - - - B. E. Weller
Sound - - - - - - - - Gilbert Mathis
Makeup - - - - - - Mrs. Gene Moretton

CAST

Narrators - - Gregg Blank, Ray Grinstead
Gen. Mariano Vallejo - Newton Dal Poggetto
Senora Benicia Vallejo - - Cecilia Shegog
Salvadore Vallejo - - - - - James Quigley
Senora Salvadore Vallejo - Marilyn Pinelli
Vallejo Children - - - - Karen Peterson
Carol Taylor
Chief Solano - - - - - Lawrence Dunbar
Dr. Bale - - - - - - - - - Gregg Blank
Mrs. Bale - - - - - - - Joyce Kuricaj
General John Fremont - James McDermott
Kit Carson - - - - - - - Bob Severance
Bear Flag Man - - - - - Gene Moretton
Bear Flag Woman - - - Angela Grasso
Alcalde - - - - - - - - Ray Grinstead
Bride - - - - - - - - Shirley Followell
Groom - - - - - - - - David Ambrose
Padre - - - - - - - - - Ralph Hotz
Russian Princess - - - - - Betty Perry
Russian Prince - - - - - - John Oakes
Lt. Revere - - - - - Donald McNab, Jr.
Mexican Soldiers - Donald McNab, Jr., Joe Graves, Victor Panks, Jack Marconi, Harry Wilson, Emrys Williams
Yankees - - - - Philip Sevier, Bob Severance, Gene Moretton, Jack Sims, Joe Felder, Hiram Dustman, Ed Owens, Emmett Danieli, Roger Chevalier, Clarke McIntosh, Carl Krueger, Walt Steurmer, Norman Felder, Gerald Dowdall
Russians - - - - Florence Bulbeck, Cecil Bulbeck, Willett Tryon, Lorola Tryon
Indians - - - - Chief Red Horse, Grace

City Paris

SAN MATEO SAN FRANCISCO VALLEJO

San Francisco's oldest department store sends greetings to

Valley of the Moon

VINTAGE FESTIVAL

and extends an invitation to the residents of Sonoma to visit its well-stocked cellars.

Paul Verdier

President

1850 1952

COMPLIMENTS

GLEN ELLEN
WINERY

Glen Ellen
California

THE
Mondavi Family
Producers of the
Distinguished
Charles Krug
Napa Valley Wines
Extend to you
greetings
C. MONDAVI and SONS
St. Helena, Calif.

Woll, Elsie Summers, Herbert Harris, George Stevenson, Fred Summers, George Stevens, Chloe Bohms, Edward Bohms, Sharon Bohms, Jackie Summers, Eula de Gregorio, Franci Richardson, Ronnie Mikita, Larry Mitchell, Barbara Riebli, Nancy Harman

Folk Dancers - - Al and Lucy Ricci, Wendell and June Schaal, Frank and Mary Bacher, Cecil and Florence Bulbeck, Louis and Elsa Mugele, Myrtle Wilson, Jack Browning, Helen McBride, Justin Dwinell, Valerie Valente, Bernice Schram, Fred Lyerla, Katherine McDonald, Tommy Durkee

Dancing La Jesusita, La Cuchacha, and Cheapanecas

Russian Dancers - Cecil and Florence Bulbeck dancing "Bold Merchant"

Orchestra - - - Ralph W. Clifford, Manager; John C. Goetze, Director; Frank Knolle, Mrs. Lavera Rossi, Mrs. Ethel Clausen, Miss L. Scotto, Dr. Pauline Longenecker, Gabriel Garfias, Jack Halpenny, Henry Newhall, Bud Clausen

9:00 P. M.

Fiesta Frolic Dance—Veterans of Foreign Wars, Veterans' Memorial Building.

Incidental music in Plaza both Saturday and Sunday furnished by Gemini's Accordion Club, Workshop Quartette and Band—Billy Goldrup and his guitar singing Cowboy songs. Lee Conte—(Hanna Center Choir.)

SUNDAY, September 28

10:00 A. M. to 9:00 P. M.

Outdoor Art Show—Salvadore Vallejo Adobe, 1st St. West. Exhibit of water colors, paintings, ceramics, textiles, sculptures, jewelry. Also wood blocks executed by an internationally known artist, through the courtesy of the Lucien Labaudt Art Gallery.

10:00 A. M. to 9:00 P. M.

Booths in Plaza.
Window Displays.
Wine displays on Plaza and at Vintage Festival Headquarters.

11:00 A. M.

Church Services.
Band Concert — Petaluma Municipal Band, Max Johnson, Director. North side of City Hall.

11:00 A. M. to 3:00 P. M.

Special Photography Exhibit—Old Sonoma Landmarks, Northern California Council of Camera Club, Community Center Building, East Napa Street.

12:00 to 1:30 P. M.

Incidental music in Plaza.

12:30 to 5:30 P. M.

Little Festival—West side of Plaza. Sponsored by the Mothers' Club of the Trinity Episcopal Church.
Festivities—Fishawish, Home Run, Downaclown, Winafin, Pony Parade, Toy Joy, Lucky Lotto, Food Fair, Puppet Play House; Hobby Lobby, Children's Hobby Exhibit (at Community Center.)

1:00 P. M. to 3:00 P. M.

Children's Theater—"The Little Goat Girl." Produced by Festival Fablers, Southwest corner of Plaza.

1:00 P. M. to 4:00 P. M.

Old Timers' Reunion — Around Bear Flag Monument on Plaza. Mr. L. S. Simmons, Chairman.

1:00 P. M.

Third Annual Folk Dance Festival—Northwest corner of Plaza. Produced by the "Valley of the Moon Swingers."

Valley of the Moon Swingers were organized just four years ago, meeting at Fetters Springs. Soon larger quarters were required, leading to the forming of classes at Sonoma High School. Parties were held at Sonoma High and before long dancers from all surrounding communities were taking part. Now folk dancing has grown so popular that two weekly classes are held at the high school, and a Folk Dance Party, to which all are invited without charge, is given at the Veterans'

Sponsors

THE FOLLOWING HAVE JOINED WITH THE WINERIES AND OTHER FIRMS ADVERTISING HEREIN AS SPONSORS OF THIS PROGRAM:

To all, the Vintage Festival Assn. extends thanks.

Verdier's Resort
El Verano

Valente's Pharmacy
Sonoma

E. H. Tryon, Inc. Wool
San Francisco

Larson's Liquor & Sporting Goods
Boyes Hot Springs

Little Switzerland
El Verano

Boyes Springs Food Center
Boyes Hot Springs

L. E. (Bud) Castner
Boyes Hot Springs
Real Estate

W. P. Downey
Real Estate - Insurance
Boyes Hot Springs

Sonoma Mission Inn
Boyes Hot Springs

Nina and Sal Argento
Sonoma

Sol D. Becker
Real Estate and Insurance
Boyes Hot Springs

Paul's Old Ranchero
El Verano

Four Corners Cafe
Sonoma

Sonoma Mill & Lumber Co.
Sonoma

Fireside Lodge
Sonoma

Don's Fine Foods
Sonoma

Sonoma Index-Tribune
"Covering the Valley of the Moon"
Sonoma

B. Mori - Fish Bait & Liquor
Sonoma

Joe A. Baccaglio
General Insurance
Sonoma

Wm. E. Doud & Co.
Real Estate
Sonoma

Napa Milling & Warehouse Company
Sonoma

Weller-Hopkins
Sonoma

The Pin Cushion
Sonoma

Friberg's Drug Store
Sonoma

Mission Radio
Sonoma

C. E. MacDonald
Watchmaker - Jeweler
Sonoma

Simmons' Drug Store
Sonoma

(PROGRAM OF EVENTS CONTINUED)
(SUNDAY)

Memorial Building on the first Saturday of each month. First president of the Valley of the Moon Swingers was Eli Boche, followed by Bob Hubbard, Louis Mugele, and Al Ricci.

2:00 P. M. to 5:00 P. M.

Open House at Wineries—Napa and Sonoma Wine Co., Buena Vista Vineyards, and Sebastiani Winery.

3:00 to 4:30 P. M.

Pictures of the Past—Open Air Theater in Plaza. Mrs. Neal Dodge, Chairman.
Intermission—Presentation State Fair Wine Awards to Sonoma County Vintners. Music by Alexander Brothers.

5:00 to 6:30 P. M.

Incidental music in Plaza.

8:00 to 8:45 P. M.

Pageant—"The Vallejos," starting at Mission and moves from adobe to adobe. See page 8 for cast.

8:00 P. M.

Folk Dancing at Veterans' Memorial Building

9:00 P. M.

Pied Piper Procession to City Hall led by the Alexander Brothers for Wine-of-the-Month Drawing.

The Alexander Brothers will be in evidence in and around the Plaza all day Sunday.

★

A SOUVENIR HISTORY

The Vines and Casks of California

THIS WEEK, most of the vintage of 1952 still hangs heavily on the drowsing vines in clusters of purple and gold in the Valley of the Moon. With the passing days, the grapes of the Valley are maturing in sweetness and sun as they await the crusher and the wine press.

The vintage of 1951 slumbers now in oaken casks. Most of the wines of '50 and '49 have been sealed away in bottles. Many wines of the war years and a few of those of the 1930's may yet be found in homes and hotels here and half way around the world. The wines of the pre-prohibition years are mostly memory now. The wines of the 19th century are history.

In the wine districts, each autumn vintage is one link of a chain that firmly binds the

THE VINES AND CASKS OF CALIFORNIA
(Continued)

present to the past. The chain, in California, stretches back through almost 200 vintage seasons such as this one. Back through the years of Haraszthy and Vallejo, great pioneer vintners of the Sonoma Valley. Back to Padre Jose Altimira and the wines of the Sonoma Mission. Back to Louis Mel of Livermore; to the Sainsevain brothers who were among the first to produce California Champagne; to Vignes of the Pueblo of Los Angeles; and to the saintly Father Junipero Serra who, in 1769, first brought the vine into what is now the state of California.

The history of California wine growing from its beginnings at San Diego Mission to maturity in the late 1800's might have been recounted by one man—General Vallejo of Sonoma—and largely from personal experience.

Vallejo knew Colonel Agoston Haraszthy, the honored "father of the modern California wine industry" —was, in fact. a neighbor and a friend and vied with him for prizes in the wine judgings at the early California State Fairs. He knew the mission padres of Sonoma and assumed the cultivation of their vineyards when the church lands were secularized by the Mexican government in 1834.

A hundred years of wine history were spanned by Vallejo in one passage of a letter written in 1874 in which he recalled:

"The founders of this country, among them my father, Don Ignacio Vallejo, told me that the Rev. Fr. Junipero Serra, of most celebrated and gracious memory, brought from Lower California the first vines which he transplanted to the Mission of San Diego.

In setting out a vineyard in the mission garden at San Diego to assure a supply of wines for the Holy Sacrament and for the table, Father Serra proved that California is one of the few favored places on earth where grapes of the aristocratic **vitis vinifera** family can be grown. It is this one fact that is the basis of the multi-million dollar California wine industry of today. There are a half million acres of vineyard lands in California now and almost every last one of those acres is planted to **vitis vinifera** vines. These are the varieties which bear such noble names as Cabernet, Pinot Noir, Riesling and Zinfandel.

As additional missions were established along the California coast all the way to Sonoma, vine cuttings were planted in the friendly soil and, almost without exception, they flourished and produced bountiful harvests for the vintage.

The particular variety Father Serra had introduced from Mexico, while it was a true **vitis vinifera** grape, was one of the less distinguished members of that family. It produced a good, although not notably choice,

Mission Hardware Co.
Sonoma

Eraldi's
Sonoma

Boccoli's Grocery
Sonoma

Sonoma Plumbing & Heating
115 East Napa St. Phone 2528
Sonoma, California

G. H. Hotz Dept. Store
Sonoma

Mode O'Day
Sonoma

Deluxe Bakery
Sonoma

Sprague Linoleum Co.
West Side of Plaza
Sonoma

Kay Mabee - Jeweler
West Side of Plaza
Sonoma

Robert A. Miller
Insurance Exclusively
Sonoma

Adobe Drug
Sonoma

Ruggles' Variety Store
West Side of Plaza, Sonoma

El Dorado Hotel
Sonoma

Swiss Hotel
Sonoma

Woods-Franquelin
Sonoma

Bear Flag Tea Room
Old Barracks Building, Sonoma

Vella's Fountain
Sonoma

Plaza Book Shop
East Side of Plaza
Sonoma

Homer R. Bosse
Sonoma

Joseph H. Powers - Lena's
Sonoma

The Town Shop
Sonoma

Broadway Hardware
Sonoma

Broadway Market
4 Corners - Sonoma

Wedekind's
Sonoma Sweet Fruit
Sonoma

Lee's Signal Service
Sonoma

Plaza Market
Sonoma

Ascherman's Food Market
Broadway

Union Oil Service Station
Sonoma

Parkside - Liquors
Sonoma

Bertain's Napa Laundry and Dry Cleaners
101 E. Napa - Sonoma

Martinson Electric Co.
Sonoma

THE VINES AND CASKS OF CALIFORNIA
(Continued)

wine. It remained for the commercial growers, who began to appear on the California scene in the early 1800's, to import selected cuttings directly from the most celebrated vineyards of the European wine districts. From these vines came the first California wines of superior quality.

Among the earliest of the commercial vintners was Jean Louis Vignes who, in 1831, established his vineyards and winery at Los Angeles on the approximate site of the present Union Station.

By now, California wine growing was coming of age. The gold rush years had brought thousands to California, vastly increasing the market for native wines. Many who had been disappointed in their search for gold and others who had amassed great fortunes during the bonanza era turned to wine growing, developing new vineyard areas. In earlier years, Los Angeles county had dominated the California wine industry. Now, the districts surrounding San Francisco Bay began to move forward. In a few more years, the great interior valleys should be transformed into one of the most productive grape growing regions of the world.

Here in Sonoma, as in other California districts, the first wines had been mission wines. Old records tell that "more than a thousand" vines had been planted at Sonoma Mission in 1824, the year after its founding. It is believed that the first vintage was in 1827.

When the missions were appropriated by the Mexican government in 1834, Don Mariano Guadalupe Vallejo, at the age of 26, was **commandante general** of the California army, and a great **ranchero** with 44,000 acres of land in the region of Petaluma in his name.

Without the padres, the California missions began to go to ruin, but at Sonoma, General Vallejo replanted the vineyards behind the Mission building and soon quantities of good wines were flowing from his presses. For the next 25 years, Vallejo was to dominate wine growing in this area.

Don Salvador Vallejo, a brother of the general, set out a vineyard east of the Mission on land that was later to be absorbed by the Buena Vista Viticultural Society. In Napa In about the year 1838, Captain County, not far from the townsite that was later named for him, George Yount planted cuttings in 1843 on a tract of land granted him by Vallejo, and thus another great wine district—the famed Napa Valley—came into being.

By 1846, Jacob Primer Leese, a brother-in-law of Vallejo's, was making wine from grapes he was growing along Sonoma Creek. A year late, Nicholas Carriger started still another

THE VINES AND CASKS OF CALIFORNIA
(Continued)

Sonoma vineyard at the base of the mountain west of the Creek, and he was soon followed by Albert G. Lyon and James A. Griffith. Benjamin and Samuel Jelsey purchased Salvador Vallejo's vineyard in 1849.

California was now free of Mexican rule and within a year of statehood. Vallejo, who had been a leading figure in the earlier years, continued to prosper and he became even more influential in shaping the course of California history.

He built a mansion in 1851 at the reported cost of $50,000 which was an even more impressive sum in those days than it is now, and he named it Lachryma Montis or "tear of the mountain" because it was situated near a mountain spring. Lachryma Montis was the name he also gave his winery and it appears on many of his wine labels which are still in existence in museums and private collections.

Numerous new vineyards appeared in Sonoma in the 1850's but there was no one to even challenge Vallejo's supremacy as a wine grower until Colonel Agoston Haraszthy arrived in 1856 to purchase the Kelsey vineyards which had originally been the property of Salvador Vallejo.

Before coming to California, he had founded Sauk City, Wisconsin, and he had experimented with grape growing there. He reached San Diego in 1850 and soon he was importing grape vines from Hungary. He next cutivated vineyards near Mission Dolores in San Francisco and at Crystal Springs in San Mateo County.

Haraszthy was a crusader and, in California, his cause became wine quality. He preached that California soil and climate were worthy of the finest grape varieties and when he arrived in Sonoma he set out to prove that in Northern California excellent wine grapes could be produced by non-irrigated vineyards. He planted 80,000 vines on 140 acres of high land east of Sonoma where irrigation was impossible and soon his was the most celebrated vineyard in the state. He gave his acreage the name Buena Vista.

From then on, a friendly rivalry continued between Haraszthy and Vallejo with the General inevitably yielding his leadership in wine growing to the scientific main from Hungary.

Vallejo carried off top honors in the wine competition at the California State Fair in 1861 and in the following year he swept the field at the Sonoma County Fair wine judging. But Haraszthy's decisive triumphs were soon to come.

Haraszthy constructed winery buildings of stone at Buena Vista and drove deep tunnels into the hillsides for his aging cellars. He experimented with 165 grape varieties and offered cuttings for sale to other California wine growers.

Pisa's Ice Plant
Cold Beer and Soda Delivered
Sonoma

Sonoma Valley Cheese Factory & Frozen Food Storage
Sonoma

Sonoma Paint Center
Color Headquarters

Rozario's
El Verano

Compliments of . . .
Jack Sims
Sonoma

20th Century Market
Sonoma

Hammond Lumber Co.
Sonoma and Boyes Springs

Vogue Beauty Service
Phone Sonoma 2906

Sonoma Plywood Co.
Sonoma

California Pacific Plywoods, Inc.
Sonoma

Credit Bureau of Sonoma
American Trust Building
Sonoma

Grace's Beauty Salon
Sonoma

Ed. Peterson
Sonoma

The Vines and Casks of California (Continued)

He was a dynamic individual and his enthusiasm was infectious. A number of the men who were later to make great contributions to the art of wine growing in California were originally influenced by Haraszthy to settle near him and undertake the production of wine. Among them were Col. A. J. Butler, Major J. R. Snyder, Charles Krug, General H. S. Williams, Emil Dresel, Jacob Gundlach and George L. Wratten.

In 1861, Haraszthy went to Europe as a special commissioner of California to learn about grape growing and wine production. Never one to do things in a small way, he traveled through the vineyard districts of France, Germany, Italy and Spain asking questions and filling diaries, newspaper articles and reports to the California legislature with information about European viticulture.

He had not been specifically authorized to purchased cuttings, but he was certain that a grateful State would reimburse him for his expense if he simply went ahead and bought choice vines to be shipped to San Francisco. In all, he collected 100,000 cuttings comprising several hundred different grape varieties.

Disillusionment awaited him on his return to California. The legislature refused to vote a $12,000 appropriation to reimburse him and even rejected a proposal to establish a program for the distribution of the cuttings throughout the California vineyard districts.

Haraszthy planted the vines in a nursery at Buena Vista and from there they were distributed in haphazard fashion. In some instances, the identifications of the varieties were lost. Descendents of Haraszthy's vines are growing in California vineyards today, however, and there is no question that his journey to Europe in 1861 has meant many millions of dollars to California agriculture. It is because of this that Buena Vista has been called "a shrine of the California wine industry."

Haraszthy was the author of books and numerous magazine and newspaper articles. A book he wrote describing his trip to Europe helped spread his fame throughout the State.

"California can produce as noble and generous a wine as any in Europe," he stated in the book, "more in quantity to the acre and without repeated failures through frosts, summer rains, hailstorms or other causes.

"I was gratified to find that of all the countries through which I passed, not one possessed the same advantages that are to be found in California; and I am satisfied that even if the separate advantages of these countries should be combined into one, it would still be surpassed by this State when its now dormant resources shall be developed."

In 1863, the Buena Vista Viticultural Society was incorporated, bringing to the Sonoma wine industry the financial support of San Francisco bankers including William C. Ralston, a leading figure in the history of that era.

That year, the Haraszthy and Vallejo families were united with the marriage of Attila, to two of General Vallejo's daughters, Natalia and Jovita, in a double ceremony at Lachryma Montis.

Arpad and his wine growing brother, The Haraszthys eventually broke off their association with the Buena Vista Victultural Society and the Colonel went to Nicaragua where he met a violent death in 1869. His son Arpad carried on to greater glory in the world of wine by first producing California Champagne successfully on a commercial scale. This was the famed "Eclipse" Champagne which could be found in virtually every first class hotel in the United States. His company had offices in London, New York, Philadelphia, Chicago, Honolulu and other cities.

The wine industry of Sonoma County expanded rapidly during the 1860's. By 1869, Sonoma wineries were producing more than 200,000 gallons of wine a year and land values had risen from six dollars an acre to $135. In a few more years, the valley was to see the arrival of other vintners who would make great contributions to Sonoma wine growing—men of the caliber of the late Samuele Sebastiani whose wine were to become famous across the country.

The development of wine growing in this region was being duplicated in other vineyard districts of California. Men of vision cast in the heroic mold of the great Haraszthy were laying out vineyards in the Santa Clara Valley, high in the Santa Cruz Mountains, and in the Livermore Valley where vines had to work their roots deep into rocky soil for food and water. In the Sacramento and the San Joaquin Valleys, water was soon to be brought in from the Sierra Nevada Mountains to transform that hot and dry country into a garden land of trees and vines.

The promise of Father Serra's first vintage at Mission San Diego in 1769 was being fulfilled. California was becoming the Wine Land of America.

THE END

Cover designed by— Mrs. William Black
Program Printed by—Sonoma Index-Tribune

A Special Message

The Valley of the Moon Vintage Festival Association is taking this opportunity to thank each and every one of the many workers who have spent so much time and such a great deal of effort in making this Sixth Annual Vintage Festival a success.

Unfortunately, when this program goes to press, a great many of the committees will not have been completed, and some names of workers who will contribute so generously to the production of many of the events—arrangements of windows and so forth—will not be included in the listings. This does not mean their work and cooperation is not appreciated.

Our sincere "thank you" goes to all our friends in and around Sonoma who have contributed by advertising in and sponsoring this program.

BOARD OF DIRECTORS
Valley of the Moon
Vintage Festival Assn., Inc.

Samuele Sebastiani

PRODUCERS OF

FINE SONOMA WINES

Sonoma's Oldest Winery In
Continuous Operation
SINCE 1904

Sonoma, California

VISITORS WELCOME

2021.3.10
1998.11.9